

The Chamber Launches 2021 Bare Necessities Campaign in Partnership with the Greater Saint John Community Foundation

For Immediate Release

Saint John, NB, November 30th, 2021 – The Saint John Region Chamber of Commerce today kicked off its 21st Annual Bare Necessities campaign. In previous years, the campaign would normally provide toiletries and hygiene products – the bare necessities – to be donated to various community organizations during the holiday season. Due to COVID-19, we are not able to accept donations of personal care items this year. Instead, The Chamber has partnered with The Greater Saint John Community Foundation to collect monetary donations that will be used to provide for those in need. The campaign will run from November 30th until December 23rd.



“We’re so grateful for the support this campaign receives each year,” says David Duplisea, CEO of The Chamber. “Last year saw the campaign pivot from toiletry and hygiene items to collecting monetary donations. People were receptive to the change and we were thrilled with the results. People have always been incredibly supportive of this campaign and last year was no different.” He added.

“We are excited to be partnering with The Saint John Region Chamber of Commerce for their Bare Necessities campaign,” said Kelly Evans, President and CEO at the Greater Saint John Community Foundation. “We are happy to do

anything we can to aid with these initiatives in our communities that all work to strengthen the quality of life in our region,” she added.

Continuing this year with the format of collecting monetary donations, The Chamber has set a goal of \$5,000 to raise for charities in the region. Monetary donations will be collected in partnership with the Greater Saint John Community Foundation.

The donation page can be found at: **Insert Link from Community Foundation**

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The Saint John Region Chamber of Commerce is a nationally accredited business organization dedicated to fostering an economic climate that enhances growth, prosperity, and an improved quality of life in the community. With more than 600 member businesses, representing the interests of 37,000 people, The Chamber is a dynamic advocate and the principal voice for the business community of Greater Saint John. It offers a variety of programs, activities, services, and networking opportunities designed to enhance the business prospects of members and the overall business climate of the area.